

items, required even when the actual output of the factory has dropped, must be charged against cars already made or to be made.

Sometimes scarcity of a needed raw material from another industry will interfere with the production of certain items. Strikes in the copper mines a year ago seriously interfered with production of "fractional horse-power" motors. This in turn prevented the manufacturers of washing machines and refrigerators and a number of other household appliances from finishing their products. In fact, it has been the subject of indignant conversation in some quarters that washing machines and refrigerators had to be shipped to dealers without the necessary motors, in order to get them out of the way, since manufacturers' warehouses were filled to overflowing with the uncompleted appliances which had to be moved into distribution, if factories were not to be shut down completely. At the present time, automobile manufacturers are fearful that layoffs and production cutbacks will be necessary in the industry because of a lack of pig iron. Arbitrarily large amounts of iron have been diverted by government order for use in the housing industry.

These are just a few instances of the types of interruptions in the continuous process of production that make for delay and higher costs, to give some idea of the complexity of manufacturing and distributing operations; consumers see and consider, as a rule, only the finished product in the form of an automobile or washing machine in the dealer's store.

It is obvious that the job of attaching a motor to a washing machine in the shop of a dealer by some serviceman whom the dealer must hire for the purpose will be more difficult and more costly than if the job were done in the factory. The extra cost of inefficient methods imposed on industry by governmental and other distortions of the normal production processes is bound to

be reflected in a higher price of the machine to the consumer. When such wastes and inefficiencies are multiple and widespread, as they are at this time, the extra costs put many items beyond the reach of low and middle income consumers.

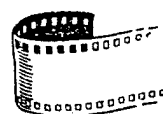
How to put industrial production back on a basis of pre-war efficiency so that the many items which consumers would like to buy can be bought, and bought at prices they can afford is a complex and difficult problem. The painful process of readjustment involved in the response of supply to demand may accomplish some results (at the cost, of course, of some unemployment and reduced income for many workmen, merchants, and others involved), if consumers cannot and will not make substantial purchases at present prices. In addition to the rather drastic step of declining to buy at prices they consider excessive, consumers can help to bring about a resumption of more efficient manufacturing operations by publicly expressing their opposition to current bad practices, in letters to the editors of their local newspapers and to their congressmen and senators. Their objections can be directed, for example, at unreasonable work stoppages, strikes in violation of contracts, government restrictions which help a favored industry or group at the expense of another, all attempts of business, organized labor, and government to maintain the present artificially high price level by subsidies, trade agreements, and restriction of output.

Public anger at the absence of meat in the butcher shops last fall was so effective in producing quick results that if consumers really want to have low-priced appliances and other items generally available again, it would seem that they might very likely make progress in that direction by expressing their views quite clearly and forcefully, in places where their protests will be heard and heeded.

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Indicates that listings of names or brands are included.



Rating

THIS section aims to give a digest of opinion from a wide picture reviews, including the motion picture, leading newspapers and many different periodicals in all. The ratings which follow thus do not judgment of a single person, but analysis of critics' reviews.

The sources of the reviews are: Box Office, *Charm*, *Chicago Daily Tribune*, *The New York Times*, *The Exhibitor*, *Harrison's Reports*, *National Legion of Decency List*, *Newsweek*, *New York Times*, *Parents' Magazine*, *Release of Current Motion Pictures* which includes review of Women's Clubs, the American Legion Music Council, and others.

The figures preceding the title indicate the number of critics who rate the film A (recommended), and C (not recommended), on values.

Audience suitability is indicated, "Y" for young people (14 children, at the end of each line.

Descriptive abbreviations are a

ad—adventure	hist—historical
bio—biography	mel—melodrama
biog—biography	mus—music
in color (Technicolor, Cinecolor, Trucolor, or Magnacolor)	mys—mystery
car—cartoon	rom—romance
com—comedy	soc—social
cri—crime and capture of criminals	tra—travel
doc—documentary	war—war
dr—drama	deal—in deal
fan—fantasy	wes—western

A	B	C	
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—	—	5	Accomplice.....
—	—	7	Affairs of Geraldine.....
—	2	4	Alias Mr. Twilight.....
—	3	1	Angel and the Badman.....
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—	2	3	Appassionata.....
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—	4	5	Bamboo Blonde, The.....
—	2	11	Beast with Five Fingers.....
—	1	2	Beauty and the Bandit.....
—	8	3	Bedelia.....
—	2	1	Before Him All Rome Trembled.....
2	3	2	Beginning or the End, T.....
—	4	4	Below the Deadline.....
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—	1	6	Betty Co-ed.....
—	1	8	Big Sleep, The.....
—	8	7	Black Angel.....
—	2	2	Blind Spot.....
—	1	5	Blonde for a Day.....
—	4	5	Blondie Knows Best.....
—	2	3	Blondie's Big Moment.....
1	15	4	Blue Skies.....
—	6	—	Boomerang.....
—	—	5	Born to Speed.....
—	1	6	Boston Blackie and the Boy! What a Girl.....
—	2	2	Brasher Doubloon, The.....
—	4	1	Bridge of Sighs.....
—	1	2	Brief Encounter.....
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